

**NOTICE OF COMMUNITY MEETING AND PUBLIC SCOPING MEETING FOR  
PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT (DEIR) FOR  
THE E. BROKAW ROAD AND OAKLAND ROAD (MARKOVITS AND FOX  
PROPERTY) GENERAL PLAN AMENDMENT CITY FILE NO. GP06-04-02**

**Location:** City Hall Wing, Room W-120  
200 E. Santa Clara Street, San Jose, CA 95113  
**Date:** Thursday, July 20, 2006  
**Time:** 6:30 p.m. – 8:30 p.m.

Dear Neighbor,

The Riding Group/Morley Bros., the Office of Councilmember Chuck Reed, and City of San José Planning Services Division staff would like to invite you to a community meeting on the proposed General Plan amendment at the southwest corner of the intersection of E. Brokaw Road and Oakland Road (Markovits & Fox Property 1040, 1060, and 1080 E. Brokaw Road and 1633 Oakland Road). This is a General Plan amendment request to change the Land Use/Transportation Diagram designation of the San José 2020 General Plan on an approximately 27.4-acre site from Industrial Park on 11.9 acres and Industrial Park with Mixed Industrial Overlay on 15.5 acres to Neighborhood/Community Commercial on 6 acres and High Density Residential (25-50 Dwelling Units per Acre) on 21.4 acres.

The meeting will consist of two parts:

**Community Meeting:** The first part the meeting will be an introduction to the proposed General Plan amendment. The applicant will present an overview of the proposed General Plan amendment, and City staff will explain the City's General Plan amendment process.

**Public Scoping Meeting:** The second part of the meeting will serve as an Environmental Impact Report (EIR) public scoping meeting for City staff to describe the proposed project's environmental review process, and to obtain your input on the EIR analysis for the proposal. You are welcome to attend and give us your input on the scope of the EIR so that it addresses all relevant environmental issues. Comments and questions regarding the EIR should be referred to Michael Rhoades in Planning at (408) 535-7821 or [michael.rhoades@sanjoseca.gov](mailto:michael.rhoades@sanjoseca.gov)

There will be an open forum for questions and comments. Your participation at this early stage of the planning process will help us analyze the General Plan amendment request. If you have any questions before the meeting, please contact:

**Applicant:**

The Riding Group: Kendall Riding  
Phone: (408) 999-0132  
Email: [kendall@ridinggroup.com](mailto:kendall@ridinggroup.com)

Morley Bros.: Eric Morley  
Phone: (408) 293-7680  
E-mail: [eric@morleybros.com](mailto:eric@morleybros.com)

**City of San Jose**

**Planning Services Division:**

Project Manager: Allen Tai  
Phone: (408) 535-7866  
Email: [allen.tai@sanjoseca.gov](mailto:allen.tai@sanjoseca.gov)

Muốn biết tin tức bằng tiếng Việt Nam về tờ thông tin này, xin quý vị liên lạc Trung Nguyen ở số (408) 535-7883.

Para información en Español acerca de esta solicitud, comuníquese con Juan Borrelli al (408) 535-3555.

**Existing General Plan Designation:**

**Industrial Park/ Mixed Industrial Overlay**

The *Industrial Park* designation is intended for a wide variety of industrial users such as research and development, manufacturing, assembly, testing and offices. Uses with unmitigated hazardous or nuisance effects are excluded. The *Mixed Industrial Overlay* allows a broader range of uses including industrial with compatible commercial or public/quasi-public uses. Examples of non-industrial uses include primary or secondary schools, hotels and motels, nightclubs, churches, free standing daycare centers, big box retailers, large gymnasiums, sports or arts instruction facilities, and hospitals.

**Proposed General Plan Designation:**

**Neighborhood/Community Commercial**

This designation applies primarily to shopping centers of a neighborhood or community scale. Typical uses include neighborhood serving retail and service establishments.

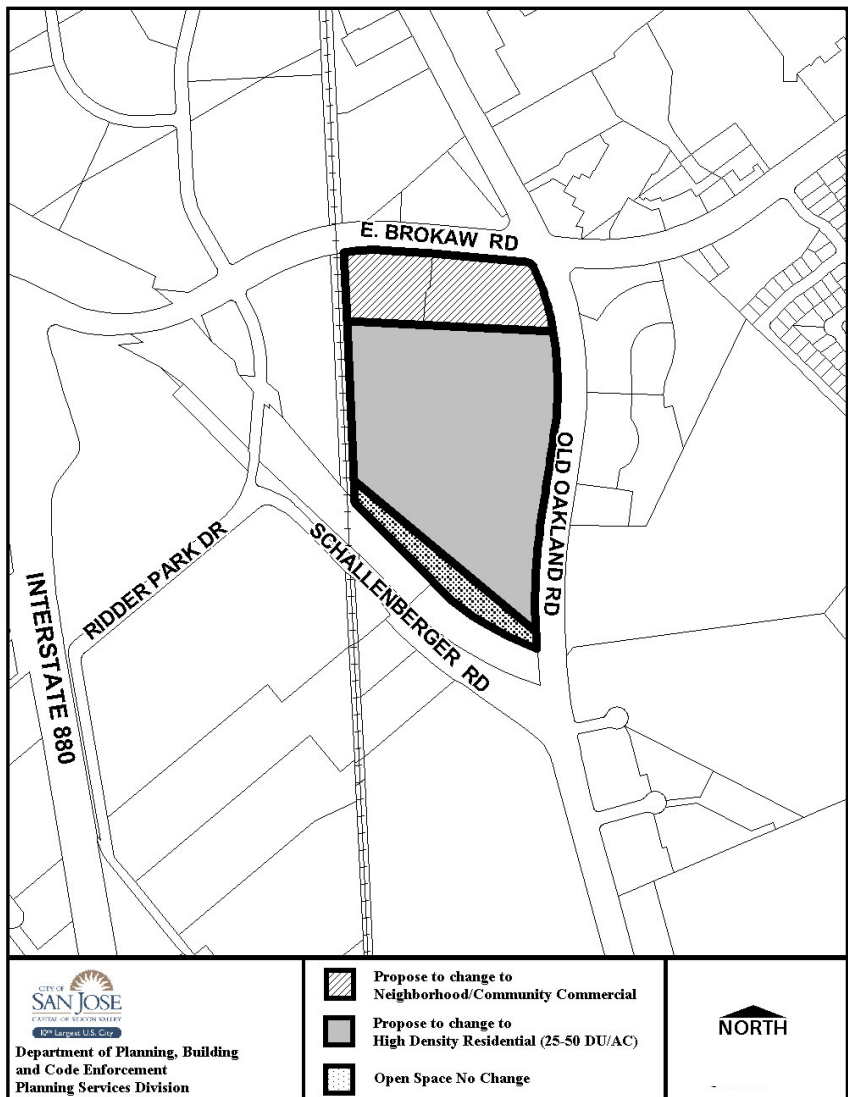
**High Density Residential (25-50 Dwelling Units/Acre)**

This density is typified by three-to four-story apartments or condominiums over parking. This density is planned primarily near the Downtown Core Area, near commercial centers with ready access to freeways and/or expressways and in the vicinity of the rail stations within the Transit-Oriented Development Corridors Special Strategy Area.

**Project Description:**

General Plan Amendment request to change the Land Use designation on an approximate 27.4-acre site from Industrial Park on 11.9 acres and Industrial Park with Mixed Industrial Overlay on 15.5 acres to Neighborhood/Community Commercial on 6 acres and High Density Residential (25-50 DU/AC) on 21.4 acres. (Markovits & Fox, Owner/ The Riding Group/Morley Bros., Applicant)

GP06-04-02



**NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT (DRAFT E.I.R.)  
for the Fox Property General Plan Amendment Project**

Applicant: The Riding Group

File No.: GP06-04-02

Assessor's Parcel Numbers: 237-03-061, 237-03-069, 237-03-070

The City of San Jose is in the early phases of preparing an Environmental Impact Report (EIR) for a recently submitted project. The project description, location, and probable environmental effects that will be analyzed in the project's EIR are noted below.

The City welcomes your participation and comments regarding the scope and contents of the information in the EIR document. Under state law, the deadline for submitting a response to this notice is 30 days after receipt of this notice. However, we would appreciate an earlier response, if possible. Please direct any comments or questions to:

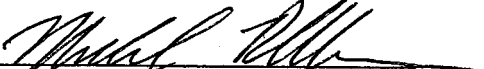
City of San Jose Planning Division, Attn.: Michael Rhoades  
200 E. Santa Clara Street, 3<sup>rd</sup> floor  
San Jose, CA 95113

Phone: (408) 535-7821, e-mail: [Michael.Rhoades@sanjoseca.gov](mailto:Michael.Rhoades@sanjoseca.gov)

**Please note:**

- This notice is intended to provide early notification that an EIR is in the process of being prepared for a recently submitted project. This notice is not the EIR for the project. The draft EIR for the project will be circulated for a 45-day public review and comment period when it becomes available (anticipated timeframe: August, 2006). A separate Notice of Availability for the draft EIR will be mailed to the project vicinity, published in the newspaper, and posted on the City's web site [[sanjoseca.gov/planning/eir/eir.htm](http://sanjoseca.gov/planning/eir/eir.htm)] when the draft EIR becomes available.
- The City of San Jose Planning Division will hold an EIR public scoping meeting to describe the proposed project and the environmental review process, and to facilitate your participation in the EIR analysis for the proposal. This EIR public scoping meeting has been scheduled for **July 20<sup>th</sup>, 2006**. You are welcome to attend and give us your input on the scope of the EIR to help ensure that it addresses all relevant environmental issues. Please refer to the attached notice for details of the specific time and location of the scoping meeting.

Joseph Horwedel  
Acting Director, Planning, Building and Code Enforcement

  
Deputy

Date: 7/3/06

\*\*\*Project location, description, and anticipated environmental impacts: SEE REVERSE OF THIS PAGE\*\*\*

**Project Location:** The 27.4-acre project site is located at 1080 East Brokaw Road and 1633 Oakland Road in the City of San José. The project site is comprised of three parcels located on the southwest corner of East Brokaw Road and Oakland Road.

**Project Description:** The project proposes a General Plan Amendment (GPA) to change the General Plan Land Use/Transportation Diagram designations on the site from *Industrial Park (IP)* and *Industrial Park with a Mixed Industrial Overlay* to *High-Density Residential (25-50 DU/AC)* and *Neighborhood/Community Commercial*.

The purpose of the *High-Density Residential (25-50 DU/AC)* designation is development of three- to four-story apartments or condominiums over parking. This density is planned primarily near the Downtown Core Area, near commercial centers with ready access to freeways and/or expressways in the vicinity of the rail stations within the *Transit-Oriented Development Corridors Special Strategy Area*. The *Neighborhood/Community Commercial* designation applies primarily to shopping centers of a neighborhood or community scale. Typical uses under the *Neighborhood/Community Commercial* designation include neighborhood serving retail and service establishments.

**Anticipated Environmental Effects of the Project:** The EIR will describe the existing environmental conditions on the project site and will identify the proposed project's potential impacts on the following environmental subject areas:

- Air quality
- Biological resources
- Cultural resources
- Geology and soils
- Hazardous materials
- Hydrology and water quality
- Noise and vibration
- Population and housing
- Transportation (traffic)
- Utilities and services
- Energy
- Availability of public facilities and services
- Alternatives to the project
- Cumulative impacts
- Growth-inducing impacts
- Significant unavoidable impacts
- Significant irreversible environmental changes

Additional subjects may be added at a later date as new information comes to light. Where potentially significant environmental impacts are identified, the EIR will also discuss mitigation measures that may make it possible to avoid or reduce an impact's significance.